Hands On

The Newsletter of the American Massage Therapy Association®

Volume XVI, Number 5 September/October 2000

AMTA Partners With Home Depot To Serve Its 225,000 Employees

The Building Better Health Program of home improvement retailer Home Depot recently contacted AMTA about becoming a partner in its efforts for the wellness of Home Depot's 225,000 employees. AMTA is delighted to announce its involvement in the program, and Home Depot's support of the value of massage. Other nonprofit health organizations working with the wellness program include the American Cancer Society, American Diabetes Association and American Heart Association.

In November and December of this year and January, 2001, Home Depot will promote the importance of stress relief to its employees. As part of the wellness approach, employees will be encouraged to use therapeutic massage and to find qualified massage therapists through AMTA. AMTA will provide all Home Depot stores with AMTA's Find A Massage Therapist℠ national locator service brochures, to be posted on employee wellness bulletin boards. An announcement that AMTA is now a program partner, and an explanation of how to find qualified massage therapists, will be included in the employee wellness newsletter. Home Depot employees then can use the locator service to find AMTA members and make appointments for massage. This is a terrific member benefit for Professional-classification members who have signed up to be part of the national locator service! Associate-classification members are encouraged to upgrade and take advantage of this practice-builder.

BUILDING BETTER HEALTH

The Home Depot Building Better Health Program also will be the first corporate supporter of AMTA's National Massage Therapy Awareness Week (NMTAW) in October. As part of this backing, AMTA chapters are encouraged to contact Home Depot stores about holding a free on-site massage event for employees during NMTAW. **Information about how chapters can arrange such events has already been sent to chapter presidents. This is a great opportunity and benefit available through chapters.**

(Continued on page 8)

National Center For Complementary And Alternative Medicine Visits Massage School

Members continually report that one of their top interests is massage therapy research. The AMTA Foundation promotes this research in a number of ways. In May, three program officers from the National Center for Complementary and Alternative Medicine (NCCAM) visited the Potomac Massage Training Institute (PMTI) in Washington, D.C. They toured the school, observed classes in progress, and met with Executive Director **Rose Gowdey (MD)** and PMTI staff to discuss the current state of massage therapy training, as well as the challenge of building research awareness and capacity in massage schools.

NCCAM staff members Dr. Neal West, Marguerite Evans and

(Continued on page 2)

In This Issue...

President's Letter 3
Fingerprints 4
NMTAW 5
Web Site News 5
Education Events 6
Board Highlights 7
MERT 7
Calendar 8

NCCAM School Visit

(Continued from page 1)

Dr. Christine Goertz participated in the tour. These program officers create funding mechanisms to support research and research training in the field of complementary and alternative medicine. NCCAM is the newest center at the National Institutes of Health (NIH), with a fiscal year 2000 budget of $70 million.

AMTA Foundation President **Janet Kahn (MD)**, who is a member of the National Advisory Council on Complementary and Alternative Medicine at NIH, initiated the visit. Explaining her motivation for encouraging the meeting, Kahn said, "It is vital for the advancement of massage therapy that our schools begin to train students in the habit of reading massage research, and applying it to their practices. We need to stay abreast of the research in our field and to expect new applications of massage to be investigated thoroughly."

Benefits You Can Use

All Members

- *Seabury & Smith (Albert H. Wohlers & Co.) for Liability Insurance*
  800-323-2106
- *MBNA Visa Platinum Card*
  800-523-7666
- *MBNA Platinum Plus for Business*
  800-523-7666

Professional-Classification Members Only

- *MBNA Credit Card Scanner*
  888-545-2207
- *Access Project for Legal Advice*
  800-993-8886
- AMTA's *Find A Massage Therapist℠*
  888-843-2682
  (888-THE-AMTA)

Convention is right around the corner!

AMTA National Convention

Phoenix 2000

Creating Synergy through Warmth, Healing and Spirit

September 20-24, 2000

For last-minute registration details, please call 847-864-0123, ext. 143.

Research Citation Fact Sheet Enclosed

The *Research Citations On The Efficacy Of Massage Therapy* fact sheet, located between pages two and three of this issue, is an effective tool to help you increase awareness of the benefits of massage. This material is an update of the research fact sheet that is found in new member and renewal kits. Use this information to show potential clients how massage can better their health. Distribute it to physicians, hospital administrators and other health-care providers to show them how research confirms the efficacy of massage.

Feel free to photocopy it, so long as you include the copyright note on the bottom of the last page. Use it in promotion of your practice, at presentations, at on-site events, in classes or workshops, and with the media.

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Upcoming Deadlines

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(Nov./Dec. Issue)

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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President's Letter

A Year Of Growth

As the end of my presidential term approaches, it is with sincere gratitude toward AMTA that I contribute my final letter to *Hands On*. I have been extremely privileged, satisfied and honored with this past year's experience as president.

During my presidential acceptance speech in San Antonio last October, I emphasized the importance of respect in the volunteer leadership and staff relationship, and expressed my desire to bring in new talent to the volunteer leadership of AMTA. I proudly can say that I have succeeded in doing so.

During my term, I have faced several challenges that have helped me grow and stretch as a person. I truly honor the new governance structure that allows the two other presidential positions (immediate past president and president-elect) to offer guidance during these difficult times of decision-making. This three-tiered presidential position also has been very cooperative and complementary when discussing shared visions of the future of the Association and the profession. I believe that the three of us have worked toward the "Big Picture" of the AMTA and the profession, as well as in respect for all volunteers and staff, welcoming their skills, work and input.

This shared vision extends within the AMTA volunteer culture as well. The AMTA Volunteer Orientation helped us to work toward this, and reminded us of the importance of being strategically prepared. Fortunately, the AMTA Strategic Planning Committee has successfully accomplished this by guiding the Association leadership as it prioritizes the strategic plan based on members' needs, and utilizes this plan in committee work, board decisions, and the evaluation of our programs, products and services. Gathering information from member surveys, vision-planning discussion groups, telephone inquiries and correspondence that comes to the National Office, as well as to the chapter and national leadership, and then using this information to guide us in our decision-making, shows that AMTA is truly a member-driven organization. It is this type of information that leads us to the type of professional relationship that was just formed with Home Depot, which you can read more about on page one of this issue. We know that our members think it is important for AMTA to promote awareness about massage, and that they are seeking ways to build their practice. This opportunity with Home Depot accomplishes this very well, and helps to promote massage and wellness in the workplace.

It is here that I extend my thankfulness to the membership, chapters, AMTA leadership and staff. During my term, I was invited to participate in a number of chapter meetings. Unfortunately, I was unable to attend all of them, but I found the ones I did go to very valuable. I interacted with the chapter leadership and its members, and listened to excellent educational presentations. Members were very sincere when they told me that they appreciated having national leadership present. This gave them opportunities to learn more about what is occurring at the national level and share their concerns about AMTA and the profession, which I then shared with the national leadership and staff.

I also enjoyed attending the AMTA Council of Schools (COS) Annual Meeting in January, and addressing its audience. It has been exciting to witness the growth of the COS membership, the improved relationship between COS and AMTA, and the council's interest to revitalize its strategic plan.

Again, I thank all of those members who took the time to complete the AMTA surveys, and correspond with staff and chapter and national leaders. AMTA values membership input. This is what guides us to conduct effective decision-making. Your input is what makes AMTA more focused, defined and prepared.

I look forward to my continued service as immediate past president this coming year.

Maureen A. Moon

Maureen A. Moon
(formerly Maureen A. Miller)
President, AMTA

Fingerprints

Award Winner

Jack Hayes (OH), president of Connecting Touch Therapy and Wellness Center, Inc., Cuyahoga Falls, Ohio, was awarded the Sertoma Club's "Service to Mankind" award for his commitment to community involvement. It is the highest award given by Sertoma. Hayes donates one dollar from each massage given at his business to a designated charity.

Health Talks

Julie Adair (ID) presented "Health Benefits of Massage" in two brown-bag lunch talks to the communities of Ketchum and Hailey, Idaho. Adair was invited to speak by the Women's Resource Center, a department of the Wood River Medical Center. The invitation came as a result of a two-year-old press release Adair sent to local newspapers after listening to keynote speaker Tiffany Field at the 1997 AMTA Annual Convention.

AMTA Will Not Publish *2001 Membership Registry*

As reported in the May/June issue of *Hands On*, the AMTA Board of Directors has voted to not publish the *AMTA 2001 Membership Registry*. The Association is investigating other means of providing members with information that is published in the *Registry*.

In the meantime, you can access information about AMTA and AMTA chapters through the AMTA Web site, refer to your *2000 Registry* for member contact information, and use AMTA's Find A Massage Therapist national locator service via the Web site, or call: 888-THE-AMTA, to locate Professional-classification members for client referrals.

Massages Across America

Janet Endl (FL) was one of 79 massage therapists (representing 37 states and two Canadian provinces) who gave a massage to Chuck Lamb of Bristol, Maine, during his four-month motorcycle tour of America. Lamb told AMTA that he used the online version of AMTA's Find A Massage Therapist national locator service to line up more than 75 percent of the massage therapists who worked on him during the trip.

He documented his experiences on a Web page, and provided weekly updates during his tour, including when and where he received massage. Lamb named his group of massage therapists the "See America 2000 All-Star Massage Team." His two regular therapists in Maine, **Beth Hanna (ME)** and **Anne Arey (ME)**, were the team's honorary co-captains.

International Speaker

AMTA Foundation President **Janet Kahn (MD)** has been busy making speaking appearances at several different conferences and conventions, in and out of the United States. Most recently she attended a conference sponsored by a Vancouver hospital and the Tzu Chi Institute entitled, "Quality of Life Measurement for Contemporary and Alternative Medicine: An Invitational International Workshop." In April, she also keynoted "Touch the Future: The Conference of Australian Massage" in Melbourne.

Iowa Passes Legislation

In May, 2000, Iowa successfully passed "practice protection" for massage therapy. Governor Tom Vilsack signed the bill that changed the licensing law from "title protection" to "practice protection." Under this new law, only licensed massage therapists in Iowa will be allowed to provide any form of massage.

Massage therapists will not be able to open up a practice under a non-descriptor title, and still provide massage after having their massage license taken away. The law provides better protection for the public, and helps ensure professionalism in massage therapy.

Lieutenant Governor Sally Petersen and Governor Tom Vilsack were joined by Iowa members **Ralph Stephens**, **Debra Brooks** and **Chris Minor** for the bill's signing (shown left to right).

Celebrate National Massage Therapy Awareness Week In October

Have you been in touch with your chapter about helping support AMTA's National Massage Therapy Awareness Week (NMTAW) the week of October 22-28?

In July, a packet of material mailed to all chapters, COMTA schools and AMTA Council of Schools members was made available in the Members' Section of the AMTA Web site. Look through the online information for material that could help you bolster NMTAW.

This year's theme, **"Take Time For Massage,"** gives you plenty of room to develop events that match with your massage practice and promote the importance of people taking time for massage. The theme calls for action. It doesn't just tell people massage has benefits, it encourages them to take that extra effort and time to care for their health through massage.

In mid-October, AMTA will announce the results of its fourth-annual survey of consumer attitudes about massage. Watch the Web site for information about the survey, and use the results in your local publicity about NMTAW.

Also, this year Home Depot is supporting National Massage Therapy Awareness Week. Ask your chapter if it is working with the wellness coordinator of a Home Depot store on a NMTAW event for employees. This is a unique program only available through AMTA chapters.

Chapter Public Relations Handbook Now Online

AMTA's *Chapter PR Handbook*, first sent to chapters in 1998, is now available as an exclusive member benefit in the Members' Section of the AMTA Web site. This comprehensive handbook gives detailed information about how to work with the media, promote massage events to the media, how to be a spokesperson for your practice, and how to give presentations.

This is a great reference tool for planning National Massage Therapy Awareness Week activities. It can be a valuable resource for learning how to approach radio/TV stations and local newspapers to promote your practice.

The Web version allows members to search for the areas they want to know more about, and print sample letters and press releases.

Web Site News

How To Gain New Clients Online

There is a new form to up date your member profile page in the online version of AMTA's Find A Massage Therapist national locator service. This revised document allows Professional-classification members who are already online to easily update their member profile page.

There also is space available to list E-mail or Web site addresses, as well as a state license number. As with the rest of the program, these elements are optional and give members the ability to take appointments via E-mail.

With an E-mail address listed, members can tell clients that they can communicate online or even set up an appointment. The form requires that a member only fill in a name, identification number and elements that changed. This will guarantee a quick turnaround on updates to member files. The form is located in the Members' Section under the "Benefits" link at the top of the page. Just scroll down the index to find it.

AMTA Home Page Changes Its Look

The splash page has been removed from the AMTA Web site. Its main function was to get the Web site higher rankings within the major Internet search engines. The splash page has served its purpose, and is no longer needed.

www.amtamassage.org
user ID: friction
password: biceps

Education Events

Continuing Education Requirement Set To Increase In January

In the March/April issue of *Hands On*, members were notified of the change in the continuing education requirement for Professional Active-classification membership. As a reminder, beginning January 1, 2001, the number of continuing education hours required for this section of membership will increase from 12 hours every two years to 12 hours every year. This means that when you renew your membership in 2002, you will need to submit proof of 12 hours of continuing education credit.

The Education Committee offers the following rationale it presented to the AMTA Board of Directors for increasing continuing education hours, and welcomes members' responses to the change in the requirement.

Rationale

AMTA has made significant contributions to the development of the massage therapy profession and to the evolution of professional standards. One important aspect in the growth of the profession is basic and continuing educational standards. Trends show that state licensure and national certification are becoming increasingly widespread as the standard for competency and the standard for entry-level massage therapists. Furthermore, AMTA membership surveys show that members expect education standards of massage therapists to continue to increase. Therefore, it makes sense for AMTA to parallel the current trends in the profession.

Membership research also reveals that the vast majority of members already far exceed the education requirement each year. And, other complementary and alternative allied health professionals' standards for continuing education are more rigorous than what AMTA currently requires. While it may be an inconvenience to some members at first, it will help everyone to move forward with competency and success.

Direct continuing education questions or concerns to the Meetings and Education department at: 847-864-0123, ext. 151.

AMTA Council Of Schools Leadership Conference And Annual Meeting 2001

Who is more entrusted with the future of massage therapy than the professionals who direct schools and programs that train future practitioners? Those are the leaders who are invited to convene in Huatulco, Mexico, January 16-20, 2001, to participate in an educational forum that will help them continue to excel in the development of massage education.

The AMTA Council of Schools Leadership Conference and Annual Meeting will include the COS business meeting, and focus on substantive presentations and discussion about research and educational standards.

Featured presentations include: Legal Issues in Massage Therapy and Bodywork Schools; How to Evaluate your School as a Business and your Business as a School; Educational Standards; Turning Menaces into Opportunities; Using the AMTA Web Site as a Professional Tool; Graduate Placement Tracking; and Financial Aid.

To register, go to the AMTA Web site, or call the Meetings and Education department at: 847-864-0123, ext. 157.

Relax At The 2001 Mind, Body, Spirit Retreat

Here's an opportunity to do for yourself what you do for your clients. Join colleagues in tropical Puerto Vallarta, Mexico, for this AMTA Specialty Retreat that will be held April 30-May 2, 2001. Learn the secrets to your own health and well-being, and earn continuing education hours amid sandy beaches, blue skies and shady palms. It's not too early to start making your travel plans for next year's retreat. Remember, plan some extra days just for fun and relaxation. Make the most of your vacation by investing in yourself.

For more information, contact the Meetings and Education department at: 847-864-0123 ext. 143.

Moving Forward

Highlights of the AMTA National Board of Directors Meeting in June.

Evaluations

The board continued to evaluate the programs, products and services of AMTA. The chapter leadership training program, national officer outreach program, volunteer compensation policy and membership marketing programs were evaluated. This process allows the board to evaluate all of the AMTA programs, products and services every three years to ensure that they are continuing to serve the needs of the membership.

Bylaws Amendment

The geographic requirement for the member-at-large positions on the board of directors has been eliminated. Members-at-large will no longer have to come from specified geographic regions. All candidates that are on the ballot will be considered in one group. Since the 2000 ballot was finalized on June 15, 2000, and this amendment was not approved until June 16, 2000, the change will not affect this year's ballot.

Special Committee On Governance

This special committee was dismissed and thanked for its work. For the past eight years, the committee proposed and the board approved a long series of association governance changes. Its final project, the AMTA organizational chart, was approved, thus completing the committee's charge.

Editorial Advisory Board Subcommittee

The Editorial Advisory Board (EAB) subcommittee was dismissed and thanked for its work. The EAB was the last remaining subcommittee after governance changes made in 1998. The Communications Committee has been assigned the charge of the EAB. *Massage Therapy Journal* will continue with volunteer and staff input.

Education Committee

Several changes to the policy the Education Committee uses to choose educators for AMTA's educational events were approved. The alterations are designed to make the process easier for potential educators to apply, and to help the committee administer the policy more efficiently.

Conflict Of Interest Policy

A conflict of interest policy covering all chapter and national volunteers was adopted. This kind of policy is not unusual in associations and provides volunteers with guidelines for when they are faced with potential conflicts.

2003 Annual Convention

Richmond, Virginia, has been approved as the site for the AMTA 2003 Annual Convention.

MERT Offers Training

The AMTA Massage Emergency Response Team (MERT) Committee has created a professionally-structured program that will be formally implemented at the annual convention in Phoenix. Chapter coordinator and team leader training will be conducted on September 20 from 6:30 p.m. until 10 p.m.

AMTA chapters will implement and fund their own MERT programs, with guidance from a MERT regional representative and the AMTA MERT Committee. Specific requirements for this specialized team of volunteers to become AMTA MERT members include:

- AMTA Professional-classification membership;
- First aid/CPR certification.

To become a chapter coordinator or team leader, submit your resume to your chapter president, and include a cover letter that expresses your desire to serve. The chapter board of directors will appoint a chapter coordinator, and work closely with the coordinator to appoint team leaders. The regional representative and committee members will provide training to response team members with chapter funding. Regional and national MERT training will occur annually. MERT will have a unique place in disaster-relief efforts.

For more information or to register, contact MERT Committee Chair ***Erica L. Lind (WA)*** *at: imasg4u@earthlink.net, or Andrea Brady at: 847-864-0123, ext. 156.*

Calendar

Regional & National Events

2000

September 17–19
AMTA Board of Directors Meeting
Phoenix, Arizona

September 20–24
AMTA Annual Convention
Phoenix, Arizona
Contact: 847-864-0123, ext. 143

October 22–28
National Massage Therapy Awareness Week
Contact: 847-864-0123, ext. 149

2001

January 17–20
AMTA Council of Schools Annual Meeting
Huatulco, Mexico
Contact: 847-864-0123, ext. 150

February 2–4
AMTA Board of Directors Meeting
Chicago, Illinois

May 25–26
AMTA Board of Directors Meeting
Anchorage, Alaska

August 10–12
AMTA Council of Schools Teachers Conference
Vancouver, Canada
Contact: 847-864-0123, ext. 150

October 14–16
AMTA Board of Directors Meeting
Quebec, Canada

October 17–21
AMTA Annual Convention
Quebec, Canada
Contact: 847-864-0123, ext. 143

October 21–27
National Massage Therapy Awareness Week
Contact: 847-864-0123, ext. 149

2002

October 2–6
AMTA Annual Convention
Portland, Oregon
Contact: 847-864-0123, ext. 143

Home Depot

(Continued from page 1)

Through this partner arrangement, Home Depot stores also may use AMTA's national locator service to locate AMTA members who will be paid to provide massage for store employees on occasion. Members who are contacted to give on-site chair massage for employees in a store (as well as those who participate in an in-store NMTAW event) will have to agree to some specific terms. These terms are similar to what many corporate clients require of massage therapists working on-site, and include a no solicitation policy for any practitioners who work on-site in a store. A copy of this "compliance agreement" is available in the Benefits area of the Members' Section of the AMTA Web site [www.amtamassage.org]. Or, contact Member Services at: 847-864-0123, for a copy. If you have any questions about the agreement, just discuss it if a store calls you.

This is a great opportunity to promote massage and AMTA members, as well as to improve the health of Home Depot employees. Home Depot has more than 1,000 stores. They plan to expand to 2,000 stores and 500,000 employees by 2003.

AMTA Hands On
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